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ATTRACTIVENESS, INTENTIONS
AND OBSERVER ACCOUNTABILITY
IN JUDGEMENTS OF AGGRESSION

BY



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ABSTRACT

96 male subjects read the transcript of an interview in which the interviewee was either personally attractive or unattractive and in which the interviewee outlined an aggressive act which he committed with either good or bad intentions. The subjects then judged the morality of the aggressive act in a judgement situation in which they were either accountable or not accountable for their judgements. Subjects also judged whether the aggressor deserved punishment and the probability that he would aggress again in the future.

The results of a 2 X 2 X 2 analysis of variance on subjects' responses yielded several significant effects. As expected, aggression committed by an attractive person was judged more favorably than was aggression committed by an unattractive person. The data also supported the prediction that good-intentioned aggression is judged more favorably than bad-intentioned aggression. However, a predicted Attractiveness X Intention interaction on the morality measure was not supported. It was suggested that subjects base their judgements upon some linear combination of the information presented to them when this information stems from two qualitatively different sources (e.g., the aggressor himself and the aggressive act). Although the aggressor's attractiveness and the observer's accountability

jointly affected judgements of the aggressor's intentions and deservedness of punishment, the predicted Attractiveness X Accountability effect on judgements of the morality of the aggression was not supported by the data. It was suggested that the accountability manipulation may not have been powerful enough to divert the subjects from their involvement in the morality judgement task.

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INTRODUCTION

Although theory and research on aggression have proliferated in the past two decades, most of it has focused upon the determinants and the effects of aggressive behavior (Dollard, Doob, Miller, Mowrer & Sears, 1939; Bandura & Walters, 1963; Feshbach, 1964; Bandura, 1969; Berkowitz, 1969; Kaufman, 1970).

Recently, however, a number of researchers have investigated evaluations of aggressive behavior. Most of this research has been concerned with the aggressor's and other observer's reactions to the victim of the aggressive act. For example, studies of the aggressor's reaction to his victim have found that the aggressor may attempt to justify his action by derogating his victim (Davis & Jones, 1960; Berkowitz, 1962; Davidson, 1964; Glass, 1964; Walster & Prestholdt, 1966), by denying responsibility for the aggression (Sykes & Matza, 1957; Brock & Buss, 1962, 1964), or by minimizing the victim's suffering (Sykes & Matza, 1957; Brock & Buss, 1962, 1964). Alternatively, investigations of the reactions of observers to the victims of aggressive behavior have indicated that observers tend to ascribe behavior responsibility to a victim for his suffering (Lerner, 1965) and that the victim is derogated when the observer is unable to alter his fate (Lerner & Simmons, 1966; Simmons & Lerner, 1968).

In addition to examining the above reactions to aggression, however, other studies have been concerned with isolating factors affecting judgements of the morality of aggressive behavior. The main emphasis of this research has been upon the aggressive act and the circumstances surrounding it. For example, it has been shown that judgements of an aggressive act are more favorable when the transgressor's intentions are good rather than bad (Pepitone & Sherberg, 1957; Rule & Duker, 1972), and when the consequences of the act are mild rather than severe (Dion, 1971). These findings are not unexpected; they support the assumption that such factors (i.e., the intentions underlying the aggressive act, and the severity of its consequences) form the basis for both evaluations of the aggressive act and punishment of the aggressor.

However, a number of other studies have also considered the possibility that personal characteristics of both the aggressor and his victim may constitute potentially significant determinants of an observer's moral evaluation of aggressive behavior (Landy & Aronson, 1969; Shepherd & Bagley, 1970; Dion, 1971). For example, Dion (1971) has suggested that two people who commit the same offence with identical intentions and the same outcome should, ideally, receive the same evaluation and punishment from an observer. Dion adds, however, that the fact that they are individuals and may vary on a number of characteristics

of differing social desirability may result in their actions being differentially evaluated (Dion, 1971). To test the notion that personal factors contribute to evaluations, a number of researchers have presented subjects with descriptions of an aggressive act committed by an attractive individual (personality and background) or an unattractive individual. They have found that, despite the fact that the same offence was being judged, subjects applied the more severe sanctions against the unattractive aggressor (Landy & Aronson, 1969; Shepherd & Bagley, 1970). In addition, Dion (1971) reported that the transgression of a physically attractive child was evaluated more favorably than the same offence committed by a physically unattractive child. Furthermore, Landy and Aronson (1969) reported that when the attractiveness of the victim was varied, subjects in the Attractive Victim condition applied more severe sanctions against defendants than did subjects in the Unattractive Victim condition, even though they were judging the same transgression.

Thus, research in this area has indicated that moral judgements of aggression are influenced by factors relating to the aggressive act (e.g., intentions, consequences), and by the personal characteristics of both the aggressor and his victim.

It is to be noted, however, that research in the area is still rather sparse and fragmentary. Only a few of the

possible factors stemming from the above sources of influence have been the subject of research interest, and furthermore, scant attention has been paid to determining whether two or more of these factors can exert a joint effect on moral evaluations. Thus, although both the aggressor's intentions and attractiveness separately have been shown to constitute significant influences on moral judgements, no studies have investigated the important question of whether these factors have an interactive effect on observers' evaluations. The effect of these two variables on moral judgements was examined in the present experiment. Observers were asked to judge descriptions of an aggressive act which was committed by a personally attractive or unattractive individual with either good intentions (aggression intended to benefit another) or bad intentions (aggression intended to benefit the aggressor).

The effect of the aggressor's attractiveness and intentions on observers' judgements of his aggression may be considered in terms of attribution theory. According to attribution theory (Heider, 1958), judgements of a person's actions are influenced by the more or less enduring personality dispositions attributed to that person. That is, the judgement of, or interpretation given to, a temporary state is determined by the person's enduring characteristics. Extrapolating beyond attribution theory, it is assumed that if a person is attributed generally favorable qualities,

information concerning a negative characteristic is displaced towards the favorableness of the stimulus person. On the other hand, if a person is attributed unfavorable qualities, it is assumed that information concerning a positive characteristic is displaced towards the unfavorableness of the stimulus person. In addition, however, it is further assumed that the extent of displacement is greatest for persons attributed unfavorable qualities. Thus, in the present study, it was expected that observers attribute generally favorable characteristics to the attractive aggressor and generally unfavorable characteristics to the unattractive aggressor. That is, the aggression of attractive persons is seen as less indicative of an enduring disposition to aggress than is the aggression of unattractive persons. Furthermore, it was expected that the effect of these attributions is such that the judgement of aggression committed by an attractive person with bad intentions is displaced towards the favorableness of the aggressor's personality, although the judgement is not as favorable as when the attractive person aggresses with good intentions. On the other hand, when an unattractive person aggresses with good intentions it was expected that observers' judgements are displaced towards the unfavorableness of the aggressor's personality. However, the extent of the latter displacement should be such that there is little (if any) difference between the judgements

of the unattractive person's aggression committed with good and bad intentions. That is, it was expected that the differences between the judgements of aggression committed with good and bad intentions are greater when the aggressor is perceived to have an attractive rather than an unattractive personality.

Although there is little research which bears directly on the above expectation, Dion (1971) has reported evidence which is consistent with the suggestion that the aggression of attractive persons is seen as less indicative of an enduring disposition to aggress than is the aggression of unattractive aggressors, and that consequently, the former's action is judged more favorably than the latter's. That is, she found that the attractive aggressor was rated as being less likely to aggress in the future than was the unattractive aggressor, and the aggression of the attractive person was rated more favorably than was the aggression of the unattractive aggressor. Dion has also reported findings which provide some basis for the predicted lack of difference in the judgements of aggression committed by unattractive people with good and bad intentions. She found that unattractive aggressors were perceived as more dishonest than were attractive aggressors. Thus, it might be expected that observers will consider unattractive people to be lying when they claim to have aggressed with good intentions. The effect of this attribution might be

that the aggression of an unattractive person which is committed with good intentions will be judged as harshly as the same aggression committed by an unattractive person with bad intentions.

Although less directly relevant to the present issue, studies of the effect of context adjectives upon evaluations made of personality-trait adjectives also lend support to the attractiveness X intentions prediction. In these studies, subjects were presented with cards bearing three trait adjectives; one was the text adjective which varied in predetermined favorableness, the remaining two adjectives provided a context which was either favorable or unfavorable. The researchers reported that the evaluations of the text adjectives were displaced towards the favorableness of the context adjectives accompanying them (Wyer & Dermer, 1968; Wyer & Watson, 1968), but that negative adjectives exerted a disproportionately greater effect on evaluations (Wyer & Watson, 1968). Assuming that the context and text adjectives in these studies were analogous to the aggressor's attractiveness and his aggression committed with good and bad intentions, respectively, the above findings provide a basis for the Attractiveness X Intentions effect predicted in the present study.

Implicit in research on the effects on moral judgement of factors relating to the aggressor, his victim, and the aggressive act, is the notion that these findings have

important implications for situations in which people actually apply sanctions for aggressive behavior (e.g., the courtroom and the home). However, it may be the case that the paradigm in which the moral judgements were made in these studies tended to maximize the effect of the variables examined. For example, it is suggested that the judgement situation which has typically been employed in these studies may have served to maximize the effect of the aggressor's (or victim's) personal characteristics on the observer's moral evaluation. In the few studies which have examined the effect of the aggressor's attractiveness on observer's judgements (Landy & Aronson, 1969; Shepherd & Bagley, 1970; Dion, 1971), the judgements themselves have been given under conditions of anonymity and confidentiality. There are many situations, however, in which anonymity is lacking. For example, given a judgement situation in which observers have to defend their judgements and thereby implicitly subject themselves to evaluation, it is possible that they will base their judgements more on the dispositions they attribute to the aggressor. While there is no research which bears directly on this suggestion, it might be expected that a judgement situation in which the observer is held accountable for his judgements will increase the salience of the norms of impartiality and justice (i.e., 'justice and fair play for all').

Since the accountability factor may constitute a potentially significant source of influence on observers' judgements, observers in the present experiment were asked to judge descriptions of an aggressive act in a judgement situation in which they were, or were not, held accountable for their judgements. It was expected that the difference between the moral judgements of aggressive behavior committed by attractive and unattractive persons is greater when the observer is not held accountable for his judgement.

In predicting the joint effect of the aggressor's attractiveness and intentions on observers' judgements, it is assumed that the judgement is made in a situation where the observer is not held accountable for his judgement. In contrast, however, it was expected that when the observer is held accountable for his judgement, he is influenced more by the aggressive act and the aggressor's intentions, and less by the aggressor's otherwise favorable or unfavorable characteristics. That is, the differences between the moral judgements of attractive people's aggression committed with good and bad intentions, and unattractive people's aggression committed with good and bad intentions, are greater when the observer is not accountable for his judgement.

In summary, subjects were asked to evaluate an aggressor who was either attractive or unattractive and whose intentions were either good or bad, under conditions where the observer's responses were anonymous or where

it was clear that he would be asked to explain or discuss the reasons for his judgements.

It was expected that,

(1) the aggression of attractive persons is judged more favorably than the the aggression of unattractive persons;

(2) aggression which is committed with good intentions is judged more favorably than aggression which is committed with bad intentions;

(3) the difference between the moral judgements of aggression committed with good and bad intentions is greater when the aggressor is perceived to have attractive rather than unattractive personal qualities;

(4) the difference between the moral judgements of aggressive behavior committed by attractive and unattractive persons is greater when the observer is not accountable for his judgement;

(5) the difference between the moral judgements of attractive people's aggression committed with good and bad intentions and unattractive people's aggression committed with good and bad intentions is greater when the observer is not accountable for his judgement.

METHOD

Subjects

The subjects were 106 male undergraduate students at the University of Alberta who participated in the experiment as part of an introductory psychology course requirement.

Apparatus and Materials

Experimental Room

The subject was seated at a table in the experimental room which also contained a Sony Video-recorder and Receiver, an Ampex tape recorder, a response box, and the experimenter's table.

Materials

Four typewritten versions of an 'interview' between the experimenter and "an American student studying at the University of Alberta" were prepared. The interviewee's attractiveness and intentions in aggressing were manipulated within the context of the 'interview'. The interviewee's attractiveness was manipulated by the pro-Canadian (Attractive condition) or the anti-Canadian (Unattractive condition) responses he gave to a standard set of questions asked by the interviewer. For example, in the Attractive condition (see Appendix I), the interviewee indicated that he was favorably impressed with the

standard of Canadian university education, the winter sports, the parliamentary system, the natural environment and the use people made of it. On the other hand, in the Unattractive condition (see Appendix II), the interviewee took the opposing position on each of these questions and expressed much dislike for Canada and things Canadian.

During the 'interview', the interviewee (hereafter called the 'aggressor') also outlined a situation in which he aggressed against another person over a wallet containing a sum of money which they had jointly found. In the Good Intention condition (see Appendix III), the aggressor indicated that the aggressive action stemmed from the conflict between his desire to return the wallet and money to their rightful owner and the other person's wish to retain the wallet and money for himself. Alternatively, in the Bad Intention condition (see Appendix IV), the aggressor indicated that the aggressive act stemmed from the clash between the other person's wish to return the wallet and money to their rightful owner and the aggressor's desire to retain the money for himself.

Pilot work was carried out on the attractiveness and intention manipulations in order to ensure that both the content and expression of the aggressor's responses were credible.

A Response Booklet (see Appendix V) was also prepared. This booklet contained a number of questions concerning the

aggressor to which the subject was to respond on a semantic differential scale of one or more items and with 7 points for each item. Although ostensibly intended for subjects to record their impression of the aggressor, this booklet actually contained the scales intended to check the effectiveness of the manipulations and scales for the dependent measures. With regard to the former, the attractiveness manipulation was checked by the subject's ratings of the aggressor on an 11-item scale (e.g., ratings of how "warm", "intelligent", "friendly", etc. the aggressor was). As an additional check on this manipulation, subjects were also required to rate the aggressor's popularity with his own and the opposite sex, and the aggressor's physical attractiveness. The intention manipulation was checked by the subject's rating of how good or bad the aggressor's intentions were in engaging in the fight. The major dependent measure was the subjects' rating of how right or wrong the aggressor was in fighting the other person. Closely related to this, and to increase reliability of the dependent measure, subjects were also required to rate how strongly the aggressor did or did not deserve punishment for his action. Finally, the subjects were asked to rate the probability that the aggressor would behave in this way in the future. This question was included because of its particular relevance to attribution theory which formed the basis for the Attractiveness X Intention interaction. It

was felt that the attribution of a more or less enduring trait of aggression to the aggressor would influence the judgement of his action.

Procedure

Each subject was met by the experimenter and taken into the experimental room. The experimenter explained that the experiment was one of a series being conducted in order to assess the effect of T.V. on the attitudes and impressions people form. (See Appendix VI for complete instructions.) The subject was told that for this particular experiment, the experimenter had interviewed a person and a videotape recording of the interview had been made. It was pointed out that the interview had been conducted in order to collect some information about the interviewee; information which could then be used by observers to form an impression of the person interviewed. The experimenter then stated that in addition to making the videotape recording of the interview, an audio tape recording and a written transcript of the same interview had also been prepared. The subject was told that subjects were being randomly assigned to experience the interview from one of the three media, and that after doing so, they were required to give their impressions of the interviewee in the response booklet. The experimenter pointed out that in this way comparisons could be made between the impressions

formed by the three groups in order to determine whether T.V. differentially influences impression formation.

The experimenter then consulted a list and informed the subject that he was to read the written transcript of the interview; in fact, all subjects read the written transcript. The subject was then randomly given one of the four versions of the interview transcript and instructed to read it through once ("so that it would be the same as watching a T.V. show or listening to a tape-recording"). The subject was then given a Response Booklet and the experimenter read through the instructions appearing on the front of the booklet. The Accountability manipulation was accomplished by these instructions. For all subjects the instructions were,

Answer all questions in this booklet in the order in which they appear.
Do not leaf ahead through the booklet
Please be frank when answering the questions.
It is realized that some of the questions may be difficult to answer, but it is your honest first impressions that we are interested in.

However, in the Accountable condition (see Appendix VII), the subjects were also required to record their names and I.D. number in the event that the experimenter wished to contact them later concerning some of their responses. The subject was also told that after he had finished giving his responses, he was to explain to the experimenter the factors or things which had led him to make his particular judgements. In contrast, in the Not

Accountable condition (see Appendix VIII), the subject was told not to record his name or I.D. number and that his responses would remain confidential. The experimenter also pointed out that when the subject had given his responses the experiment was concluded.

The subject then proceeded to read the transcript and complete the questions in the response booklet. During the latter stage, in the Not Accountable condition, the experimenter left the experimental room on the pretext of having to make a telephone call. Before leaving, the experimenter instructed the subject to place his completed responses in a box with the responses of the other subjects. This was done in order to make the subject feel unconstrained as he completed the response booklet. The experimenter returned to the experimental room after a period of ten minutes by which time the subject had invariably completed his responses. In contrast, in the Accountable condition, the experimenter sat at a table adjoining the subject's table and waited for him to finish the questions.

After a subject had given his responses, the experimenter asked a series of general questions about the experiment (e.g., what the subject thought of the experiment, whether he had any comments or questions, where he thought there might be differences in impressions which depended upon the media employed) which were designed to check for suspiciousness. In addition, in order to check the

Accountability manipulation, the subject was asked whether he felt as he was making his responses, that he would have to explain them to the experimenter afterwards.

Following this initial discussion, conducted in a casual manner, the experimenter then debriefed the subject (see Appendix IX). The experimenter explained the real intent of the study and outlined the particular variables of interest and the way they had been manipulated. It was emphasized that the experiment required deception in order to accomplish its purpose and that a considerable amount of pilot work had been undertaken before a plausible deception had been achieved. Finally, the experimenter cautioned the subject not to discuss the experimental procedures with anyone, and the experiment was concluded.

RESULTS

The subjects responded to each question in the response booklet on a semantic differential scale of one or more items and with 7 points for each item. However, of the 106 subjects who participated in the experiment, 10 were excluded. Seven were discarded because of suspiciousness about the authenticity of the interview transcript (indicated in the first phase of the debriefing procedure) while the remaining 3 were excluded because they were American students studying at the University of Alberta. Data from the responses of the remaining 96 subjects were analyzed in a 2 X 2 X 2 factorial Analysis of Variance with subjects assigned between two attractiveness conditions, two intention conditions, and two accountability conditions.

Manipulation Checks

Attractiveness. The effectiveness of the attractiveness manipulation was checked by having the subjects rate the aggressor on an 11-item scale with higher scores indicating a more favorable rating. This included ratings of how "warm", "intelligent", "friendly", "likeable", "sociable", "sincere", "kind", "informed", "honest", "contented", and "grateful" the aggressor was. Analysis of the summed scores on these items (see Appendix X)

indicated that subjects rated the Attractive aggressor more favorably than the Unattractive aggressor ($F = 175.38$, $df\ 1/88$, $p < .01$). The mean rating of the summed scores for the Attractive aggressor was 59.12 and 38.23 for the Unattractive aggressor. Although the mean rating of the summed scores was used in the analysis the mean scale score was 4.92 for the Attractive aggressor and 3.18 for the Unattractive aggressor. The analysis of summed scores also revealed a significant effect for Intention ($F = 5.22$, $df\ 1/88$, $p < .05$). The Good-Intentioned aggressor was judged more favorably ($\bar{X} = 50.48$) than was the Bad-Intentioned aggressor ($\bar{X} = 47.87$). Although the mean rating of the summed scores was used in the analysis, the mean scale score was 4.20 for the Good-Intentioned aggressor and 3.98 for the Bad-Intentioned aggressor.

Separate analyses of subject responses on each of the 11 items was also undertaken. A summary of these analyses is presented in Appendices XI to XXI. These analyses yielded a significant main effect for Attractiveness on each of the 11 items. Table 1 contains a brief summary of these findings. As indicated, subjects rated the Attractive aggressor as being more warm, intelligent, friendly, likeable, sociable, sincere, kind, informed, honest, contented, and grateful than the Unattractive aggressor. Although the Attractiveness effect was the only significant effect yielded by the analyses undertaken on

Table 1: Mean Evaluation Scores and F Ratios for Attractive and Unattractive Aggressors

Attribute	Attractive Aggressor Mean Score	Unattractive Aggressor Mean Score	F ratio
Warm	5.56 ^o	3.33	95.19**
Intelligent	5.37	3.64	45.56**
Friendly	5.72	4.14	36.64**
Likeable	5.42	2.31	202.01**
Sociable	5.85	4.04	44.12**
Sincere	5.33	4.06	15.44**
Kind	4.56	3.29	25.66**
Informed	5.41	2.31	145.63**
Honest	5.14	4.45	5.27*
Contented	5.47	3.98	22.72**
Grateful	5.25	2.64	93.26**

^o Higher scores indicate a more favorable judgement

* p<.05
** p<.01

8 of these items, analyses of subjects' responses on the remaining 3 items revealed a number of other significant effects. There was a significant effect for Intention on both the "kind" and "honest" items; these findings will be reported more fully below. In addition, analysis of subjects' responses on the "informed" item yielded two significant interactions. There was a significant Attractiveness X Accountability interaction ($F = 4.09$, $df\ 1/88$, $p < .05$). The difference between the subjects' rating of how informed the Attractive and Unattractive aggressors were, was greater in the Accountable condition. Under Accountable conditions the mean ratings were 5.83 and 2.21 for the Attractive and Unattractive aggressors, whereas the mean ratings were 5.00 and 2.42 for the Attractive and Unattractive aggressors under Not Accountable conditions. Secondly, there was a significant Intention X Accountability interaction ($F = 3.60$, $df\ 1/88$, $p < .05$). Under Accountable conditions, the Bad-Intentioned aggressor ($\bar{X} = 6.00$) was judged to be more informed than the Good-Intentioned aggressor ($\bar{X} = 5.66$), whereas under Not Accountable conditions, the Good-Intentioned aggressor ($\bar{X} = 5.16$) was judged to be more informed than the Bad-Intentioned aggressor ($\bar{X} = 4.83$). Since 11 separate analyses were undertaken on the responses to the 11-item scale, it is probable that these two significant interactions were chance effects.

Three other questions also served as checks on the Attractiveness manipulation. Two of these questions involved the subjects' ratings of how popular they felt the aggressor would be with his own and the opposite sex. Separate analyses of responses on these measures revealed that subjects thought the Attractive aggressor would be the more popular with his own sex ($F = 50.39$, $df\ 1/88$, $p < .01$). The mean ratings were 5.42 for the Attractive aggressor and 3.56 for the Unattractive aggressor. A summary of the analysis of variance results for this measure is presented in Appendix XXII. In addition, analysis indicated that the subjects thought the Attractive aggressor would also be more popular with the opposite sex than would the Unattractive aggressor ($F = 50.05$, $df\ 1/88$, $p < .01$). The mean ratings were 5.18 for the Attractive aggressor and 3.35 for the Unattractive aggressor. A summary of the analysis of variance results for this measure is presented in Appendix XXIII. Finally, the subjects were also asked to rate how physically attractive they thought the aggressor would be, with higher scores indicating a more favorable rating. Analysis of these responses (see Appendix XXIV for a summary of the analysis of variance) yielded only one significant effect; the Good-Intentioned aggressor was judged to be more physically attractive than was the Bad-Intentioned aggressor ($F = 4.24$, $df\ 1/88$, $p < .05$). The mean ratings of physical attractiveness were

4.60 for the Good-Intentioned aggressor and 4.12 for the Bad-Intentioned aggressor.

Intention. The effectiveness of the Intention manipulation was checked by having the subjects rate how good or bad the aggressor's intentions were in engaging in the fight. Higher scores indicated a more favorable judgement. Analysis of these data indicated a significant difference between the subjects ratings of the Good and Bad Intentions ($F=226.67$, $df\ 1/88$, $p<.01$). The mean ratings were 5.92 for Good Intentions and 3.81 for Bad Intentions.

Analysis of subjects' responses on this measure also yielded two other significant effects. There was a significant effect for Attractiveness ($F = 4.96$, $df\ 1/88$, $p<.05$). The Attractive aggressor ($\bar{X} = 4.35$) was judged to have aggressed with more favorable intentions than was the Unattractive aggressor ($\bar{X} = 3.81$). There was also a significant Attractiveness X Accountability interaction on the intention measure ($F = 4.96$, $df\ 1/88$, $p<.05$). The difference between the ratings of the intentions of the Attractive and Unattractive aggressor was greater under Not Accountable conditions. The mean judgements were 4.71 and 3.62 for the Attractive and Unattractive aggressors under Not Accountable conditions, and 4.00 for both the Attractive and Unattractive aggressors under Accountable conditions. A summary of the analysis of variance results

for this measure is presented in Appendix XXV.

Supportive evidence for the effectiveness of the Intention manipulation was also indicated in subjects' responses to two of the items on the 11-item scale. First, subjects rated the Good-Intentioned aggressor as being "kinder" than the Bad-Intentioned aggressor ($F = 17.94$, $df\ 1/88$, $p < .01$). The mean ratings were 4.46 for the Good-Intentioned aggressor and 3.39 for the Bad-Intentioned aggressor. Furthermore, the Good-Intentioned aggressor was rated as being more "honest" than was the Bad-Intentioned aggressor ($F = 75.68$, $df\ 1/88$, $p < .01$). The mean honesty ratings were 6.10 for the Good-Intentioned Aggressor and 3.50 for the Bad-Intentioned aggressor. Summaries of the analysis of variance results on the "kind" and "honest" measures are presented in Appendices XVII and XIX, respectively.

Accountability. In order to check the Accountability manipulation, subjects were asked during the first phase of the debriefing whether they felt they were going to have to explain their responses to the experimenter. In the Accountable condition, 43 subjects said they thought they would have to explain their responses, 2 subjects said they didn't think they would have to explain, and 3 subjects indicated that they "weren't aware" of this requirement as they gave their responses. Alternatively, in the Not Accountable condition, 43 subjects thought they would not

have to explain their responses, and 5 subjects felt that they would be asked to explain. These responses supported the intended manipulation.

Major Findings

The major dependent variable was the subjects' judgement of how right or wrong the aggressor was in aggressing. In addition, analyses were performed on two supplementary measures, (i) the subject's rating of whether or not the aggressor deserved punishment and (ii) the subject's rating of the probability that the aggressor would aggress again.

Judgements of the Morality of the Aggressive Act.

The subjects were asked to rate how right or wrong the aggressor was in fighting the other person, with higher scores indicating a more favorable judgement.

As indicated in Table II, analysis of these data revealed that the aggression committed by the Attractive aggressor was judged more favorably than was the same aggression committed by the Unattractive aggressor ($F = 13.67$, $df\ 1/88$, $p < .01$). The mean morality judgements were 3.96 for the aggression committed by the Attractive aggressor and 2.78 for the aggression committed by the Unattractive aggressor.

Table II: Summary of Analysis of Variance
of Morality Judgements

Source	df	SS	MS	<u>F</u>	p
A: Attractiveness	1	33.84	33.84	13.67	<.01
B: Intention	1	184.26	184.26	74.41	<.01
C: Accountability	1	4.59	4.59	1.85	
A X B	1	.10	.10	.01	
A X C	1	1.26	1.26	.50	
B X C	1	.10	.10	.01	
A X B X C	1	2.34	2.34	.95	
Error	88	217.90	2.48		

The analysis also indicated that Good-Intentioned aggression was judged more favorably than was Bad-Intentioned aggression ($\underline{F} = 74.41$, df 1/88, $p < .01$). The mean morality judgements were 4.74 for the Good-Intentioned aggression and 1.98 for the Bad-Intentioned aggression.

No other effects in this analysis were significant.

Judgements of the Deservedness of Punishment.

The subjects were asked to rate how strongly they felt the aggressor did or did not deserve punishment for his aggression, with higher scores indicating punishment was strongly deserved.

As indicated in Table III, analysis of variance yielded a significant main effect on the Attractiveness variable ($\underline{F} = 12.36$, df 1/88, $p < .01$). The subjects felt the

Unattractive aggressor was more deserving of punishment ($\bar{X} = 4.21$) than was the Attractive aggressor ($\bar{X} = 3.21$).

Table III: Summary of Analysis of Variance of Deservedness of Punishment Judgements

Source	df	SS	MS	<u>F</u>	p
A: Attractiveness	1	24.00	24.00	12.36	<.01
B: Intention	1	135.37	135.37	69.74	<.01
C: Accountability	1	.67	.67	.34	
A X B	1	.37	.37	.19	
A X C	1	8.17	8.17	4.21	<.05
B X C	1	5.04	5.04	2.59	
A X B X C	1	3.37	3.37	1.74	
Error	88	170.83	1.94		

This analysis also indicated that aggression committed with Good Intentions was judged to be less deserving of punishment than was the aggression committed with Bad Intentions ($F = 69.74$, $df\ 1/88$, $p < .01$). The mean judgments of punishment deserved were 2.53 for the Good-Intentioned aggression and 4.89 for the Bad-Intentioned aggression.

The Attractiveness X Accountability interaction was also significant ($F = 4.21$, $df\ 1/88$, $p < .05$). The difference between the ratings of the punishment deserved by the Attractive and Unattractive aggressors was greater when

the observer was Not Accountable for his judgement.

Figure 1 depicts the means for this interaction.

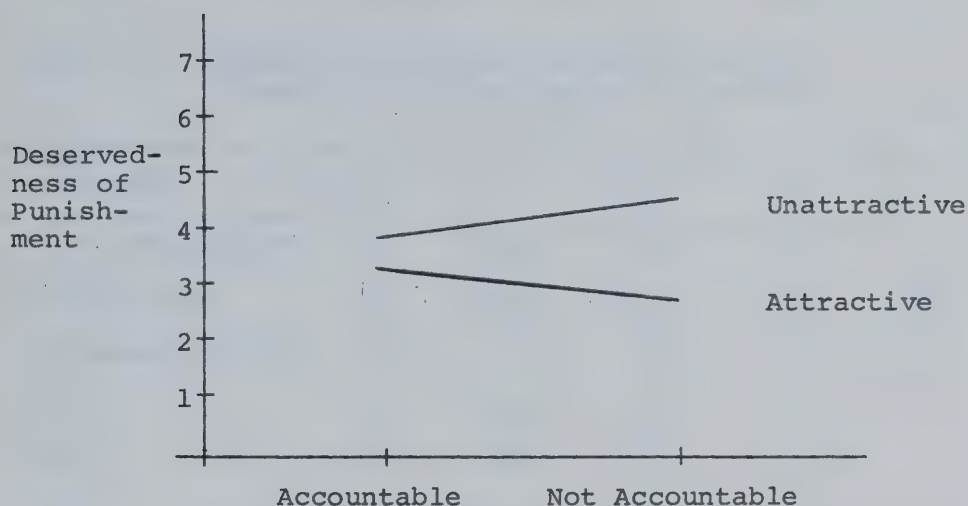


Fig. 1 Mean Deservedness of Punishment Ratings Given in Attractiveness X Accountability Conditions.

None of the other effects of this analysis were significant.

Judgements of the Probability of Future Aggression.

Subjects were asked to rate the probability that the aggressor would engage in this aggressive behavior in the future, with higher scores indicating higher probability.

As indicated in Table IV, the intention effect was the only significant effect in this analysis; the Good-Intentioned aggressor was judged to be less likely to behave in this way in the future than was the Bad-Intentioned aggressor ($F = 12.49$, df 1/88, $p < .01$). The mean probability ratings

were 5.54 for the Good-Intentioned aggressor and 6.35 for the Bad-Intentioned aggressor.

Table IV: Summary of Analysis of Variance of Probability of Aggression Judgements

Source	df	SS	MS	<u>F</u>	p
A: Attractiveness	1	1.26	1.26	.99	
B: Intention	1	15.84	15.84	12.49	<.01
C: Accountability	1	.94	.94	.07	
A X B	1	1.26	1.26	.99	
A X C	1	.84	.84	.66	
B X C	1	.94	.94	.07	
A X B X C	1	1.76	1.76	1.38	
Error	88	111.58	1.27		

DISCUSSION

As expected, observers judged the aggressive act of an attractive person more favorably than the same act committed by an unattractive person. Since this finding has been reported with attractiveness manipulated in a variety of ways, and in several studies (e.g., Landy & Aronson, 1969; Shepherd & Bagley, 1970; Dion, 1971), it is evident that the aggressive act and the circumstances surrounding it do not provide the sole basis upon which evaluations of aggressive acts are made. Contrary to the spirit of impartiality, observers' moral judgements are markedly influenced by the personal characteristics of the aggressor.

In addition, the findings indicated that the aggressor's attractiveness influenced both the observers' judgements of the intentions underlying the aggressive act, and the observers' feelings of whether the aggressor deserved punishment. That is, the attractive aggressor was judged to have aggressed with more favorable intentions than was the unattractive aggressor. Similarly, the observers indicated that they felt the attractive aggressor was less deserving of punishment than was the unattractive aggressor. However, observers did not differentiate between the attractive and unattractive aggressor in terms of the degree of probability of future aggression. Although Dion (1971)

found such differences on a measure of probability, this item was not sensitive in the present experiment. In fact, a re-appraisal of the wording of this item suggests that more explicit phrasing may have been appropriate. Subjects were asked to, "Rate the probability that the interviewee will engage in this behavior in the future", whereas, they should possibly have been asked simply to 'rate the probability of any future aggression'. That is, the latter may have provided a more accurate assessment of whether the subjects differentially attributed a more or less enduring disposition to aggress to the attractive and unattractive aggressors.

Consistent with previous findings (Pepitone & Sherberg, 1957; Rule & Duker, 1972), observers judged aggression committed with good intentions more favorably than aggression committed with bad intentions. Moreover, it should be noted that the mean judgements of good- and bad-intentioned aggression were not both at the negative end of the scale. It must be assumed that aggression which serves an altruistic goal (in this case, merely the return of a wallet) is considered to be justified by this population of students. The value imparted to the aggressor's good intentions is apparent in the findings which indicated that the good-intentioned aggressor was rated more favorably on the 11-item scale than was the bad-intentioned aggressor, and, in addition, the former was even judged to be more physically

attractive than the latter. Furthermore, in accordance with the morality judgements, the person who aggressed with good intentions was judged to be less deserving of punishment and less likely to aggress again in the future than was the person who aggressed with bad intentions. It is evident from these findings that an aggressor's intentions constitute a powerful influence upon observers' judgements, and that a more complete examination of the dimension of intentionality would contribute further to the understanding of moral judgements about aggression.

The predicted Attractiveness X Intention interaction was not supported by the data. Observers apparently judged the aggression of the attractive and unattractive aggressors independently of their good and bad intentions. Despite the fact that the present study replicated Dion's (1971) finding that observers consider an unattractive aggressor to be more dishonest than an attractive aggressor (part of the basis upon which the interaction was predicted), it was evidently not the case that this led to any doubts concerning the veracity of the unattractive aggressor's stated good intentions. Rather, the lack of support for the predicted interaction indicates that the observers arrived at their moral judgements simply by adding together, or averaging, the favorable and/or unfavorable pieces of information relating to the aggressor and his intentions. It is to be noted that Dion (1971) obtained a similar

finding when she examined the effect on observer's judgements of the aggressor's attractiveness and the severity of the consequences of his action. When viewed together, Dion's finding and the result obtained in the present study suggest that when observers are confronted with information concerning the aggressor (e.g., his attractiveness) and with information which is more directly relevant to the aggressive act (e.g., intentions, consequences), their judgements reflect some linear combination of the information stemming from these two different sources. That is, contrary to expectations, the subjects morality judgements did not appear to be based upon the attribution of a more or less enduring trait of aggression to the unattractive and attractive aggressors, respectively. A possible explanation for this is that such an attribution may be made only when the subject is presented with more ambiguous information concerning the aggressor's action than was the case in the present study. In particular, it is suggested that the attribution process may demand more ambiguous information concerning the aggressor's intentions. Thus, in the present study, the unequivocal statement by the aggressor of his intentions in aggressing may have placed a strong constraint upon the subject's freedom to infer a more or less enduring trait of aggression to the aggressor. For example, the subject presented with the aggression committed with bad intentions by the attractive person

the attractive and unattractive aggressors in terms of their intentions. In light of these findings, it appears that when the observer was involved in the task of judging the morality of the aggressive act, he was less sensitive to the accountability manipulation. That is, it is possible that the nature of the task of judging 'rightness' or 'wrongness' caused the observer to become so absorbed that the explanation requirement receded in importance.

Thus, although the accountability manipulation did not have an impact on judgements of the rightness or wrongness of the aggressor's action, the requirement of having to explain his judgements did reduce the effect of the aggressor's attractiveness on the subject's judgements of the aggressor's intentions and deservedness of punishment. It is to be noted that the finding on the deservedness of punishment measure is relevant to the work of other researchers. Both Landy and Aronson (1969) and Shepherd and Bagley (1970) used sentencing behavior or sanctions as their dependent measures to examine the effects of attractiveness. The results of the present experiment indicate that their findings on sentencing may be limited to those situations where the person does not perceive himself as accountable for his ratings. Any extrapolation from the results of such studies to situations where a person may be accountable seems inappropriate.

The predicted Attractiveness X Intention X Accountability interaction effect on moral judgements was not supported by the data. As was separately the case with the Attractiveness X Intention and Attractiveness X Accountability interactions, the subjects added together the information concerning the aggressor's attractiveness and intentions and were not affected by the accountability manipulation when making their judgements.

In summary, the present study served to provide a further demonstration of the significant influence of both the aggressor's attractiveness and intentions on observers' moral judgements. However, the predicted Attractiveness X Intention interaction was not supported by the data. The findings indicated that observers add together the pieces of information stemming from two different sources. In addition, while some findings attested to the effect of the judgement situation on observers' judgements, the expected Attractiveness X Accountability interactive effect on moral evaluations did not eventuate. It was suggested that the explanation requirement may not have been powerful enough to divert the observers from their involvement in the morality judgement. The data also failed to yield a significant Attractiveness X Intentions X Accountability interaction.

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APPENDIX I

INTERVIEW TRANSCRIPT, ATTRACTIVE INTERVIEWEE

Interviewer: Could you start by telling us a little about what you're doing here?

Subject: You mean at the University?

I: Yes.

S: Well, I'm doing a B.A. degree majoring in English and Sociology.

I: You're an Edmontonian?

S: No, I'm an American. I came here from California in 1971.

I: Oh, you're an American, eh. What do you think of the courses you've taken so far?

S: Pretty good overall...Actually, I suppose I've found them fairly demanding.

I: Fairly demanding, eh?

S: Yeah. I find that I've got to keep up the work or I fall behind. Still most of them are pretty interesting, so I don't mind...Overall, I've been very pleased with them.

I: Pleased with them, eh?

S: Yeah...Most of the Canadian kids I know seem to respond to them too...I've enjoyed them.

I: Canadian students seem fairly motivated to you?

S: Sure...err...I think this is something I've noticed generally about Canadians---they get out and do things---things that they want to do---they're not stuck in the materialistic rut that so many Americans are. I like that. I think it makes Canadians very flexible and relaxed.

I: Have you ever talked to any other Americans about this?

S: Sure. I've gotten to know a few guys up here from down in the States.

I: How do they feel about being here?

S: Well...I think quite a few feel like I do...Oh, yeah, the other thing I was trying to think of, you don't see many Canadians out looking for what the Government can do for them, rather than doing things for themselves. I like that.

I: Have you seen much of the country--been through the national parks, that sort of thing.

S: Yeah---I've been to Banff and Jasper---they're far out. Yellowstone National Park is pretty good, but God smiled when he made the Candian Rockies.

I: Have you done any camping or hiking, yet?

S: For sure. I managed to get a couple of weekends of hiking in during the summer---really liked it.

I: What other sorts of recreation do you enjoy?

S: Well, baseball was always my first love, but since I've been up here I've really got wrapped up in the skiing and skating. I try to get in a couple of weekends skiing when I can afford it---Marmot and Lake Louise are just beautiful.

I: Uh huh...How would you describe yourself politically?

S: I don't know...I guess I'm a bit pragmatic...I don't follow a particular party line, I try to make up my own mind about how the country's going and what I'd like to happen, and then I vote accordingly.

I: How would you vote this year?

S: I don't know...I think the lower income groups should be given a fairer go, and I think the large corporations should be made responsible for their developments.

I: What do you mean?

S: Well...they've caused so many problems in terms of pollution, over-consumption---things like that...I'm glad

that Canadians are really becoming aware of these things---if they're careful about corporation development, they'll be able to avoid much of the damage that's been done in the States.

I: What do you think about the development of oil pipeline to Alaska?

S: Well, I'd be pretty hesitant about it...It would certainly benefit both Canada and the States, but there's no way it should be done at the risk of the environment---look what happened with those oil spills off B.C. I think there should be years of tests before they make a decision.

I: Who would you vote for if you were a Canadian?

S: I don't know. I've just started taking an interest in Canadian politics---I think it should be pretty close... Fortunately, they don't seem to carry on with a lot of the crap that surrounds American politics.

I: What do you think of the Canadian Parliamentary system?

S: Well...I still don't know a great deal about it, but it does seem as though it has some advantages.

I: Could you expand on that?

S: Oh...firstly, I think it's good that if a government is right out of favor with the people, it can be brought down by a vote of no-confidence---in the States, you're stuck with a government until the next election... unless you try to impeach the President and that's pretty hard to do. The other thing is that...err...the Prime Minister has to play only one role---the leader of the government. He doesn't have to be both God-figure as well as leader of the government.

I: Do you think there's a fairly close tie-up between the U.S. and Canada?

S: No. I don't think so...From what I can see, Canada seems to be developing in its own direction and pursuing its own foreign policy. I think that's good.

I: Why?

- S: Well, Canada's got a lot going for it---minerals, primary industry, not overcrowded, pretty well pollution free--- it should be its own country and follow its own directions.
- I: Uh huh...Outside of lectures, how do you spend your time around campus?
- S: Oh, I've made a few friends here and we sit around chewin' the fat, that sort of thing.
- I: What sort of things do you talk about?
- S: Just the usual---news, politics, sports, and girls, of course.
- I: You enjoy discussions?
- S: Sure
- I: Ever get heated?
- S: Yeah, sometimes...not very often, though.
- I: Have you gotten into one recently?
- S: Yeah, I guess the other night I did.
- I: Would you mind telling me what it was about?

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Aggressive act committed with Good or Bad Intentions

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- I: Uh huh...Do you have a steady girl friend here?
- S: Well, I did have but we just broke up recently. I guess I'll just go quietly for awhile.
- I: How do you find girls here?
- S: Great. They're really fresh and alive.
- I: Final question---what do you intend to do when you finish your degree.
- S: Try and find a job first, I suppose. Actually, I wouldn't mind staying here for awhile.
- I: Well, that's all the time we have, thanks for taking part.
- S: O.K. I enjoyed it.

APPENDIX II

INTERVIEW TRANSCRIPT: UNATTRACTIVE INTERVIEWEE

Interviewer: Could you start by telling us a little about what you're doing here?

Subject: You mean at the University?

I: Yes.

S: Well, I'm doing my B.A. degree majoring in English and Sociology.

I: You're an Edmontonian?

S: No way! I'm an American. I came up here from California in 1971.

I: Oh, you're an American, eh. What do you think of the courses you've taken here so far?

S: O.K. I guess...Actually, I suppose I've found them pretty easy.

I: Pretty easy, eh?

S: Yeah, there's not much pressure to do well in them and few people seem to fail. I suppose that's one of the main reasons a lot of Americans come to school here.

I: What do you mean?

S: Well, American schools are a lot tougher to get into than Canadian schools and they really make you work to pass them...I think that what surprised me about Canadians when I first got here---how slow they are---they don't seem to be motivated to get on and do things.

I: Uh huh.

S: Yeah, it's funny. I thought America had a lot of unemployed on social benefits---but Canadians sure leave them dead---so many seem to be out looking for what the government can do for them rather than doing something for themselves.

- I: Have you talked to any other Americans about this?
- S: Sure I've gotten to know a few guys up here from down in the States.
- I: How do they feel about school here?
- S: Much the same, I guess...It's an especially good trip for graduate students---you know, get on to an assistant-ship for a few years---live off Canada.
- I: Uh huh...Have you seen much of the country---been through the national parks, that sort of thing?
- S: Yeah, I've been to Banff and Jasper.
- I: How did you like it?
- S: O.K. I guess. Scenery's much the same as Yellowstone National Park---doesn't compare with the Tetons in Utah.
- I: Have you done any camping or hiking, yet?
- S: No. I don't go much for that sort of thing.
- I: What sort of recreation do you enjoy?
- S: Well, I like watching baseball, but you don't get much of that up here. Except for the Expos (laughs).
- I: Have you ever tried skiing or skating yet?
- S: No. It's too damn cold up here. We have snow in the U.S. but this is ridiculous.
- I: O.K. How would you describe yourself politically?
- S: Oh, I'm a registered Republican. Yeah, Nixon's the man.
- I: You don't like McGovern?
- S: McGovern! Christ, if he got in we'd have the complete welfare society---all the blacks could stop working and go on relief full-time...oh yeah, and unemployment would go up if he increased taxation on business.
- I: You don't agree with increasing corporate taxation?
- S: No way. It's the corporations which bring about development and create jobs. Look what the big companies have done in Canada here---Texaco, I.B.M., General Motors. Some Canadians have tried to tell me that these companies are buying up Canada, but boy, they wouldn't be here and Canada wouldn't be developed at all if these companies hadn't come in.

- I: Do you think the development of the oil pipeline to Alaska is a good thing?
- S: Sure. You've got to have oil to run cars and industry. I think the ecology guys are getting a bit over-excited about nothing at all. By the time the engineers have finished there won't be any problem with oil leaks.
- I: Uh huh...If you were a Canadian, who do you think you would vote for in the coming election?
- S: I don't know. I've never taken much notice of Canadian politics---you know, you don't hear much about them in the States. Canadian elections seem pretty colorless, I guess. Actually, I suppose I first became aware of Canada when Trudeau was first campaigning---everyone thought Canada was going towards the communists then.
- I: You don't like Trudeau's advances to China and Russia?
- S: Well, nothing seemed to come out of them---not like Nixon's anyway, he really accomplished something with his trips last year. Actually, I think Nixon used Trudeau to keep the lines open between the U.S. and China and Russia so that they could get together like they've done.
- I: So you think that there's a fairly close tie-up between the U. S. and Canada?
- S: Oh sure, with all the American business here, I've always thought that Canada would eventually become part of the U.S.---you know, like Alaska. It could only benefit Canada.
- I: What do you think of the Canadian parliamentary system?
- S: Well, it always seemed to be pretty old and out-dated to me.
- I: Could you expand on that?
- S: Well, still having the Queen and Governor General seems pretty dumb to me---you know, Britain's nothing in the world now---it's a waste of money. Canada should

adopt a Presidential system like the U.S.

I: Outside of lectures, how do you spend your time on campus?

S: Oh. I've met a few guys up here and we sit around chewin' the fat---that sort of thing.

I: What sort of things do you talk about?

S: Oh, just the usual---news, politics, girls.

I: You enjoy discussions?

S: Yeah.

I: Ever get heated?

S: Yeah, sometimes...not very often, though.

I: Have you had one recently?

S: Yeah, I guess the other night I did.

I: Would you mind telling me what it was about?

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Aggressive act committed with Good or Bad Intentions

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I: Uh huh. Do you have a steady girl friend here?

S: No way. I've got a steady down in the States---I just play the field here.

I: How do you find the girls here?

S: Good (laughs). Actually the girls I've met seem pretty easy. I have a good time.

I: Final question---What do you think you'll do when you finish you degree?

S: Oh, go back to the States---it's got pretty well everything there.

I: Well, that's all the time we have---thanks for taking part.

S: Anytime.

APPENDIX III

INTERVIEW TRANSCRIPT, AGGRESSION
COMMITTED WITH GOOD INTENTIONS

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S: Well, I was walking down 101 Street the other night, Tuesday, I think it was, no Wednesday...anyway I saw this wallet lying on the ground...turned out it had about \$40.00 in it. The problem was another guy saw it at the same time. Anyway, we ended up exchanging a few words.

I: So what happened?

S: Oh...the other guy wanted to keep it instead of handing it in to the police---things got a bit heated and I hit him.

I: So what happened to the other guy?

S: Oh, he was a bit shaken up but otherwise unmarked. Anyway, we parted and I handed the wallet and money into the police.

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APPENDIX IV

INTERVIEW TRANSCRIPT, AGGRESSION
COMMITTED WITH BAD INTENTIONS

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S: Well, I was walking down 101 Street the other night, Tuesday, I think it was, no Wednesday...anyway, I saw this wallet lying on the ground...turned out it had about \$40.00 in it. The problem was another guy saw it at the same time. Anyway, we ended up exchanging a few words.

I: So what happened?

S: Oh...the other guy wanted to hand it into the police--- I got a bit mad----I mean, I found it---so I hit him.

I: What happened to the other guy?

S: Oh, he was a bit shaken up but otherwise unmarked. Anyway, we parted and I kept the money.

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APPENDIX V

RESPONSE BOOKLET

1. Rate the interviewee on each of the following scales:

warm	/ / / / / / / /	cold
intelligent	/ / / / / / / /	unintelligent
unfriendly	/ / / / / / / /	friendly
likeable	/ / / / / / / /	unlikeable
sociable	/ / / / / / / /	unsociable
insincere	/ / / / / / / /	sincere
unkind	/ / / / / / / /	kind
informed	/ / / / / / / /	uninformed
honest	/ / / / / / / /	dishonest
contented	/ / / / / / / /	discontented
grateful	/ / / / / / / /	ungrateful

2. In relation to the political sphere:

a. rate the interviewee's general interest in politics and elections.

extremely		extremely
interested	/ / / / / / / /	uninterested

b. rate the likelihood that the interviewee would campaign actively for the candidate of his choice.

very likely		very unlikely
to campaign	/ / / / / / / /	to campaign

c. rate whether the interviewee would be more influenced by the candidate or the issues in casting his vote.

most influenced		most influenced
by candidate	/ / / / / / / /	by issues

3. In relation to the industrialization-ecology issue

- a. rate what you feel the interviewee sees as most important.

industrialization ecology is
is most important / / / / / / / / most important

- b. rate the likelihood that the interviewee would do something actively (e.g., march in a protest parade, write a letter to a newspaper) in support of his view.

Extremely likely Extremely likely
to support his to actively support
view / / / / / / / / his view

4. Rate the interviewee's patriotism on the following scale:

Extremely extremely
patriotic / / / / / / / / unpatriotic

5. Rate the likelihood that the interviewee would, if drafted, fight in a war which he thought to be morally wrong.

Verly likely Very unlikely
to fight / / / / / / / / to fight

6. Rate how interested you feel the interviewee is concerning the treatment of minority groups in his country.

Extremely Extremely
interested / / / / / / / / uninterested

7. In relation to the fight between the interviewee and the other person

- a. rate the interviewee's intentions in engaging in the fight

Very good / / / / / / / / Very bad

- b. rate how right or wrong the interviewee was in fighting the other person

Very right / / / / / / / / Very wrong

- c. rate how strongly you feel the interviewee does or does not deserve punishment

Feel very strongly
does not deserve
punishment

/ / / / / / / /

Feel very strongly
does deserve
punishment

- d. rate the probability that the interviewee will engage in this behavior in the future

Very probable / / / / / / / / Very improbable

8. a. rate how popular you feel the interviewee would be among members of his own sex.

Very popular / / / / / / / / Very unpopular

- b. rate how popular you feel the interviewee would be among members of the opposite sex.

Very popular / / / / / / / / Very unpopular

9. Rate how physically attractive you think the interviewee is.

Unattractive physical
appearance

/ / / / / / / /

Attractive physical
appearance

APPENDIX VI

COMPLETE INSTRUCTIONS

This experiment is one of a series we are conducting to determine the effect T.V. has on the attitudes and impressions people form. For this particular experiment, I interviewed a guy and we made a video tape recording of the interview. The reason that I interviewed him was simply to get him to talk about himself so that we would have information about him which other people could use to form impressions of him. So, during the interview, I got him to talk about his likes, dislikes, education, background, recreation, attitudes to things, etc.

Now, in addition to the video tape recording I also made a standard audio tape recording of the interview and, furthermore, I had it typed up into a written transcript. So, in this way, I have the same interview in three different forms--T.V., audio, and written. Now, I randomly assign each subject to experience the interview in one of these three forms, so a subject either sees and hears it on T.V., hears it on tape, or reads it from the written transcript. After the subject experiences the interview in one of the three forms, I then get him to give me his impressions of the interviewee in this response booklet. In this way, I'll end up with impressions from three groups of subjects, one group having based their impressions upon the T.V.

presentation, the second group on the audio presentation, and the third group on the written transcript. Since each group will experience the same interview with the media being the only difference, a comparison of the impressions formed by the three groups should indicate whether T.V. has a differential effect on impression formation.

Any questions?

O.K., according to my list, you are in the written transcript condition.

(hands subject the interview transcript)

Now, what I want you to do is to read the transcript once (so that it's the same as watching a T.V. show once or listening to a tape once), but I want you to read it fairly carefully (so it's the same as watching a T.V. show with interest or listening closely to a tape).

When you're finished reading the transcript, I want you to give your impressions of the interviewee in this response booklet. As you can see, the instructions are fairly straightforward, (reads)

Answer all questions in this booklet in the order in which they appear.

Do not leaf ahead through the booklet.

Please be frank when answering the questions. It is realized that some of the questions may be difficult to answer but it is your honest first impressions that we are interested in.

(For subjects in the Not Accountable condition, the experimenter continued...)

Do not record your name or I.D. number on this response booklet--your responses will remain confidential.

When you are finished giving your responses, you've completed the task.

Any questions?

(For subjects in the Accountable condition, the experimenter added...)

Would you record your name and I.D. number in the top right corner of the page---this is just so I can identify this set of responses with you in case I should want to contact you later concerning some of your responses.

When you've finished giving your responses, what I want to do then is to go through each of your responses with you and have you explain what factors or things lead you to make those responses. In other words, I want you to justify the impressions that you formed.

Any questions?

(In both conditions, the subject then proceeded to read the interview transcript. After the subject had read the transcript, in the Accountable condition, the experimenter added...)

I have to slip out for a few moments to make a phone call, would you just go on with your responses, and when you've finished, put them in the box with the other responses.

APPENDIX VII

RESPONSE BOOKLET

INSTRUCTIONS FOR ACCOUNTABLE CONDITION

Name.....

I.D. #

T.V. Viewing Experiment: Baccus 2Instructions

Answer all questions in this booklet in the order in which they appear.

Do not leaf ahead through the booklet.

Please be frank when answering the questions. It is realized that some of the questions may be difficult to answer, but it is your honest first impressions that we are interested in.

Condition.....

APPENDIX VIII

RESPONSE BOOKLET

INSTRUCTIONS FOR NOT ACCOUNTABLE CONDITION

T.V. Viewing Experiment: Baccus 2Instructions

Answer all questions in this booklet in the order in which they appear.

Do not leaf ahead through the booklet.

Please be frank when answering the questions. It is realized that some of the questions may be difficult to answer, but it is your honest first impressions that we are interested in.

Do not record your name or I.D. number on this response booklet---your responses will remain confidential.

Condition.....

APPENDIX IX

DEBRIEFING INSTRUCTIONS

Our main interest in conducting this experiment was in your responses to the fight between the interviewee and the other person. That is, this study is primarily concerned with moral judgements of aggressive behavior.

The transcript that you read is not the transcript of a real interview. What I tried to do was create a person who would be attractive (or unattractive) to you, and who aggressed against another person with good (or bad) intentions. My particular interest then, was how you would balance these factors of attractiveness and intentions in reaching your judgement of his aggression. The generalization from this study is towards something like a jury trial--is a jury influenced by an aggressor's attractiveness, and if so, how much. While people in general probably suspect that a jury is influenced by personal factors relating to the defendant, we actually know very little about it. Consequently, this study seemed to be an important one to undertake.

I apologize for the deception that was involved, but it seems that the only way we can get at people's honest judgements and opinions is by disguising our interest to a certain extent. In fact, this was a further interest of mine in this study. You'll remember that were asked (in the Not Accountable condition) not to record your name

or I.D. number on your response booklet, and that I left you alone while you completed your responses. Well, this was done for a specific reason. I wanted you to feel as free as possible so that you would give your honest responses. With other subjects (in the Accountable condition), I asked them to include their names and I.D. numbers, and I also told them that they would have to explain their responses to me. In this way, I tried to place pressure on them to modify or qualify their responses in some way. Actually, I'm not interested in who you are at all, and I don't intend to make use of your names or I.D. numbers--this was said simply to accomplish this manipulation.

So, my interest was in your (the observer's) responses to an aggressive act committed by an attractive or unattractive person with either good or bad intentions, when you had to give your responses in a situation where you were, or were not, held accountable for your judgements.

Any questions?

Well, thanks very much for taking part in the experiment. Obviously, I would appreciate it if you wouldn't say anything about the experiment to anyone else as the manipulations would promptly lose their effectiveness.

APPENDIX X

SUMMARY OF ANALYSIS OF VARIANCE OF
SUMMED SCORES ON 11-ITEM SCALE

Source	df	SS	MS	<u>F</u>	p
A: Attractiveness	1	10479.26	10479.26	175.38	<.01
B: Intention	1	311.76	311.76	5.22	<.05
C: Accountability	1	4.59	4.59	0.08	
A X B	1	31.51	31.51	0.53	
A X C	1	6.51	6.51	0.11	
B X C	1	46.76	46.76	0.78	
A X B X C	1	128.34	128.34	2.14	
Error	88	5258.05	59.75		

APPENDIX XI

SUMMARY OF ANALYSIS OF VARIANCE OF
SCORES ON "WARM" ITEM

Source	df	SS	MS	<u>F</u>	<u>p</u>
A: Attractiveness	1	119.26	119.26	95.19	<.01
B: Intention	1	.26	.26	.21	
C: Accountability	1	.26	.26	.21	
A X B	1	.84	.84	.67	
A X C	1	.26	.26	.21	
B X C	1	3.76	3.76	3.00	
A X B X C	1	.84	.84	.67	
Error	88	110.24	1.25		

APPENDIX XII

SUMMARY OF ANALYSIS OF VARIANCE OF
SCORES ON "INTELLIGENT" ITEM

Source	df	SS	MS	<u>F</u>	p
A: Attractiveness	1	71.76	71.76	45.56	<.01
B: Intention	1	2.34	2.34	1.48	
C: Accountability	1	.10	.10	.00	
A X B	1	1.26	1.26	.80	
A X C	1	.10	.10	.01	
B X C	1	.10	.10	.01	
A X B X C	1	.10	.10	.01	
Error	88	138.58	1.57		

APPENDIX XIII

SUMMARY OF ANALYSIS OF VARIANCE OF
SCORES ON "FRIENDLY" ITEM

Source	df	SS	MS	<u>F</u>	p
A: Attractiveness	1	60.16	60.16	36.64	< .01
B: Intention	1	.16	.16	.10	
C: Accountability	1	.37	.37	.23	
A X B	1	.37	.37	.23	
A X C	1	1.50	1.50	.91	
B X C	1	1.49	1.49	.91	
A X B X C	1	5.04	5.04	3.07	
Error	88	144.49	1.64		

APPENDIX XIV

SUMMARY OF ANALYSIS OF VARIANCE OF
SCORES ON "LIKEABLE" ITEM

Source	df	SS	MS	<u>F</u>	p
A: Attractiveness	1	231.26	231.26	202.01	< .01
B: Intention	1	.94	.94	.81	
C: Accountability	1	.84	.84	.73	
A X B	1	1.76	1.76	1.54	
A X C	1	.26	.26	.23	
B X C	1	.51	.51	.44	
A X B X C	1	3.76	3.76	3.28	
Error	88	100.74	1.14		

APPENDIX XV

SUMMARY OF ANALYSIS OF VARIANCE OF
SCORES ON "SOCIABLE" ITEM

Source	df	SS	MS	<u>F</u>	p
A: Attractiveness	1	78.84	78.84	44.12	< .01
B: Intention	1	.51	.51	.28	
C: Accountability	1	3.01	3.01	1.68	
A X B	1	.51	.51	.28	
A X C	1	.94	.94	.05	
B X C	1	.51	.51	.28	
A X B X C	1	.10	.10	.00	
Error	88	157.25	1.79		

APPENDIX XVI

SUMMARY OF ANALYSIS OF VARIANCE OF
SCORES ON "SINCERE" ITEM

Source	df	SS	MS	<u>F</u>	p
A: Attractiveness	1	38.76	38.76	15.44	< .01
B: Intention	1	2.34	2.34	.93	
C: Accountability	1	5.51	5.51	2.19	
A X B	1	.84	.84	.34	
A X C	1	1.26	1.26	.50	
B X C	1	.94	.94	.04	
A X B X C	1	.51	.51	.20	
Error	88	220.91	2.51		

APPENDIX XVII

SUMMARY OF ANALYSIS OF VARIANCE OF
SCORES ON "KIND" ITEM

Source	df	SS	MS	<u>F</u>	p
A: Attractiveness	1	38.76	38.76	25.66	< .01
B: Intention	1	27.04	27.04	17.94	< .01
C: Accountability	1	3.01	3.01	1.99	
A X B	1	.94	.94	.06	
A X C	1	3.76	3.76	2.49	
B X C	1	2.34	2.34	1.55	
A X B X C	1	.51	.51	.37	
Error	88	132.91	1.51		

APPENDIX XVIII

SUMMARY OF ANALYSIS OF VARIANCE OF
SCORES ON "INFORMED" ITEM

Source	df	SS	MS	<u>F</u>	p
A: Attractiveness	1	231.26	231.26	145.63	< .01
B: Intention	1	.51	.51	.32	
C: Accountability	1	2.34	2.34	1.47	
A X B	1	.51	.51	.32	
A X C	1	6.51	6.51	4.09	< .05
B X C	1	10.01	10.01	6.30	< .05
A X B X C	1	2.34	2.34	1.47	
Error	88	139.74	1.59		

APPENDIX XIX

SUMMARY OF ANALYSIS OF VARIANCE OF
SCORES ON "HONEST" ITEM

Source	df	SS	MS	<u>F</u>	p
A: Attractiveness	1	11.34	11.34	5.27	< .05
B: Intention	1	162.76	162.76	75.68	< .01
C: Accountability	1	3.01	3.01	1.39	
A X B	1	.94	.94	.04	
A X C	1	3.01	3.01	1.39	
B X C	1	.10	.10	.00	
A X B X C	1	3.76	3.76	1.74	
Error	88	189.24	2.15		

APPENDIX XX

SUMMARY OF ANALYSIS OF VARIANCE OF
SCORES ON "CONTENTED" ITEM

Source	df	SS	MS	<u>F</u>	p
A: Attractiveness	1	54.00	54.00	22.72	< .01
B: Intention	1	.42	.42	.02	
C: Accountability	1	.67	.67	.28	
A X B	1	.67	.67	.28	
A X C	1	2.04	2.04	.86	
B X C	1	.00	.00	.00	
A X B X C	1	.37	.37	.16	
Error	88	209.16	2.37		

APPENDIX XXI

SUMMARY OF ANALYSIS OF VARIANCE OF
SCORES ON "GRATEFUL" ITEM

Source	df	SS	MS	<u>F</u>	p
A: Attractiveness	1	162.76	162.76	93.26	<.01
B: Intention	1	1.76	1.76	1.00	
C: Accountability	1	.26	.26	.15	
A X B	1	.10	.10	.01	
A X C	1	1.76	1.76	1.01	
B X C	1	.94	.94	.05	
A X B X C	1	.51	.51	.29	
Error	88	153.57	1.74		

APPENDIX XXII

SUMMARY OF ANALYSIS OF VARIANCE OF
SCORES ON POPULARITY WITH OWN SEX ITEM

Source	df	SS	MS	<u>F</u>	p
A: Attractiveness	1	82.51	82.51	50.39	<.01
B: Intention	1	.51	.51	.31	
C: Accountability	1	1.76	1.76	1.07	
A X B	1	.10	.10	.00	
A X C	1	.10	.10	.00	
B X C	1	.94	.94	.06	
A X B X C	1	3.01	3.01	1.84	
Error	88	144.08	1.64		

APPENDIX XXIII

SUMMARY OF ANALYSIS OF VARIANCE OF
SCORES ON POPULARITY WITH OPPOSITE SEX ITEM

Source	df	SS	MS	<u>F</u>	p
A: Attractiveness	1	80.67	80.67	50.05	< .01
B: Intention	1	.42	.42	.02	
C: Accountability	1	.67	.67	.41	
A X B	1	2.67	2.67	1.65	
A X C	1	2.04	2.04	1.26	
B X C	1	.67	.67	.41	
A X B X C	1	.37	.37	.23	
Error	88	141.83	1.61		

APPENDIX XXIV

SUMMARY OF ANALYSIS OF VARIANCE OF
SCORES ON PHYSICAL ATTRACTIVENESS ITEM

Source	df	SS	MS	<u>F</u>	p
A: Attractiveness	1	3.01	3.01	2.32	
B: Intention	1	5.51	5.51	4.24	< .05
C: Accountability	1	.51	.51	.39	
A X B	1	4.59	4.59	3.54	
A X C	1	4.59	4.59	3.54	
B X C	1	1.26	1.26	.97	
A X B X C	1	.51	.51		
Error	88	114.25	1.29		

APPENDIX XXV

SUMMARY OF ANALYSIS OF VARIANCE OF
JUDGEMENT OF INTENTIONS

Source	df	SS	MS	<u>F</u>	p
A: Attractiveness	1	7.04	7.04	4.94	< .05
B: Intention	1	322.67	322.67	226.27	< .01
C: Accountability	1	.67	.67	.47	
A X B	1	1.04	1.04	.73	
A X C	1	7.04	7.04	4.96	<.05
B X C	1	.81	.81	.00	
A X B X C	1	3.37	3.37	2.37	
Error	88	125.49	1.43		

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